

A Comparative Analysis of Visual Merchandising Practices at Reliance Trends and Shoppers Stop

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Abstract

This study compares the visual merchandising strategies of Reliance Trends and Shoppers Stop to assess their impact on customer engagement and brand positioning. Using a descriptive research design, data was collected through store observations, interviews, and secondary sources. Findings indicate that Reliance Trends focuses on affordability with vibrant displays and promotional signage, while Shoppers Stop emphasizes luxury with minimalist layouts and elegant presentations. In digital merchandising, Reliance Trends uses interactive displays and digital signage for promotions, whereas Shoppers Stop integrates advanced technologies like augmented reality (AR) and personalized loyalty programs for an exclusive experience. The study highlights the role of visual merchandising in shaping brand identity and suggests that both brands can further enhance their strategies to improve customer experience and business growth.

Keywords: Visual Merchandising, Retail Strategy, Customer Engagement, Digital Merchandising, Reliance Trends, Shoppers Stop, Brand Positioning, Augmented Reality, Retail Marketing

Introduction

Visual Merchandising

Visual merchandising refers to the practice of designing and arranging a store's physical environment, displays, and products in a way that attracts customers, enhances their shopping experience, and ultimately encourages them to make purchases. It's all about creating a visually appealing atmosphere that communicates the brand's identity and draws attention to key products, making them more enticing and accessible.

Visual merchandising goes beyond just placing products on shelves—it's about creating a cohesive and immersive shopping experience that aligns with the brand's values, style, and

target audience. This process uses various tools and techniques to showcase products in a way that is both functional and aesthetically pleasing.

Visual merchandising is an essential aspect of retail that combines creativity, strategy, and customer insight to create a visually appealing and engaging shopping experience. It's not just about placing products on shelves—it's about telling a story, attracting customers, and driving sales. A well-executed visual merchandising plan can elevate a brand, improve the customer experience, and increase overall profitability.

Elements of Visual Merchandising

Visual merchandising is made up of several key elements that work together to create a powerful and effective store presentation. These include:

- a. **Store Layout:** The arrangement of the store, including the placement of aisles, displays, and product categories. A well-thought-out layout guides customers through the store and makes their shopping experience more enjoyable. For instance, stores often place high-demand products at the back to encourage customers to walk through the entire store.
- b. **Lighting:** Lighting plays a crucial role in highlighting certain products, creating moods, and enhancing the overall ambiance of the store. Different lighting techniques are used to focus attention on specific products or areas of the store.
- c. **Colour:** The use of colours in store décor, displays, and product packaging can evoke emotions and influence purchasing decisions. For example, vibrant colours may attract attention, while softer shades create a calm atmosphere.
- d. **Product Displays:** How products are showcased is central to visual merchandising. Whether it's through window displays, mannequin styling, or shelf arrangements, the goal is to display products in a way that tells a story and makes them appealing to customers.
- e. **Signage and Graphics:** Clear, well-designed signage helps guide customers and communicates important information such as sales, product features, or brand identity. Creative graphics can also add an extra layer of interest to the store environment.

- f. **Mannequins:** Mannequins are used to showcase clothing and accessories. They help customers visualise how the products would look when worn, creating a relatable and attractive display.
- g. **Fittings and Fixtures:** Shelves, racks, tables, and display cases all play a vital role in how products are presented. The right fixtures ensure that items are accessible and easy to browse, while also supporting the store's overall aesthetic.
- h. **Window Displays:** The front windows are the first impression of a store. A striking window display can captivate potential customers and draw them inside. It's often used to highlight new arrivals, seasonal products, or promotional offers.

Importance of Visual Merchandising

Visual merchandising plays a crucial role in retail as it helps attract customers by creating eye-catching displays that draw people into the store. A well-organized and visually appealing space enhances the overall shopping experience, making it more enjoyable and convenient for customers. By strategically placing products, retailers can encourage additional purchases, ultimately boosting sales. It also reinforces brand identity, as the store's design, layout, and aesthetics communicate the brand's values and style. Additionally, visual merchandising supports promotions by using seasonal and themed displays to capture customer interest, increase engagement, and drive sales.

Reliance Trends: Company Profile

Reliance Trends, a subsidiary of Reliance Industries Limited, is one of India's leading fashion and lifestyle brands. Launched in 2007, it offers trendy, affordable apparel and accessories for men, women, and children. With a vast network of stores and a growing online presence, the brand blends style, comfort, and value, catering to diverse fashion preferences.

Reliance Trends has rapidly expanded across India by providing a wide range of products, including casual, formal, ethnic wear, footwear, and accessories. Its success stems from a strong focus on quality, affordability, and an omnichannel shopping experience. The brand continually updates its collections, collaborates with designers, and enhances store aesthetics, reinforcing its position as a key player in India's fashion retail sector.

Company profile of Shoppers Stop

Shoppers Stop is a leading Indian retail chain offering fashion, beauty, home décor, and lifestyle products. Founded in 1991, it has grown into a trusted multi-brand retailer, featuring both international and Indian brands across clothing, footwear, accessories, and more.

With a strong presence through physical stores and an e-commerce platform, Shoppers Stop ensures a seamless shopping experience. It was a pioneer in modern Indian retail, introducing premium shopping environments and innovative services like the First Citizen Club loyalty program. Committed to quality, customer satisfaction, and retail innovation, Shoppers Stop remains a key player in India's evolving retail landscape.

Literature Review

The store layout is a significant element in visual merchandising that helps guide customers' movement and decision-making process. According to **Sharma et al. (2018)**, an effective store layout not only showcases products but also helps create an inviting shopping atmosphere.

A study conducted by **Singh & Sharma (2018)** titled "Impact of Visual Merchandising on Consumer Buying Behaviour in Indian Retail" explored the role of VM in influencing consumer behaviour. The study concluded that VM is a key factor in attracting customers and encouraging impulse buying. The research found that stores with strategically arranged displays and effective use of lighting and colour schemes experienced higher foot traffic and sales.

Ghosh & Srivastava (2019) highlight that digital signage, interactive displays, and virtual fitting rooms are increasingly becoming part of modern retail strategies to enhance customer engagement. Thematic window displays and mannequin setups are often aligned with current fashion trends and are designed to evoke emotional appeal, which resonates with a broad customer base (**Bhat & Kumar, 2020**).

With the increasing integration of digital technologies in retail, **Sharma & Ghosh (2020)** in their research paper titled "The Role of Digital Visual Merchandising in Indian Retail: A Case Study of Shoppers Stop" examined how digital signage and augmented reality (AR) are transforming VM practices. The study focused on **Shoppers Stop** and how its use of digital signage and virtual fitting rooms has created an engaging and personalized shopping experience for consumers.

According to their findings, digital merchandising helps bridge the gap between online and offline retail by allowing customers to interact with products virtually. A thesis by **Kumar**

(2019) titled “The Evolution and Techniques of Visual Merchandising in India: A Retail Perspective” provides an in-depth historical analysis of how VM practices have evolved in India, especially in response to the modern retail boom. The thesis highlights that India’s retail sector was traditionally dominated by small, family-run stores with simple display practices. However, with the entry of international brands and the rise of modern retail formats, the approach to visual merchandising became more sophisticated. Kumar’s thesis identifies several key trends in Indian retail VM, such as the use of **thematic displays**, **segmented product placements**, and **cross-merchandising**. The research also examined how different retail chains like **Reliance Trends** and **Westside** use VM to differentiate themselves in the market.

According to **Singh (2020)**, aligning product displays with ongoing fashion trends helps create a sense of urgency among customers, compelling them to purchase trendy products before they go out of season. The study conducted by **Tiwari & Sharma (2019)** suggests that well-executed visual displays increase dwell time, which directly correlates with higher sales conversion rates. Both Reliance Trends and Shoppers Stop understand this, but they apply it differently based on their brand positioning.

A study conducted by **Singh & Sharma (2018)** titled “Impact of Visual Merchandising on Consumer Buying Behaviour in Indian Retail” explored the role of VM in influencing consumer behaviour. The study concluded that VM is a key factor in attracting customers and encouraging impulse buying. The research found that stores with strategically arranged displays and effective use of lighting and colour schemes experienced higher foot traffic and sales. This is particularly true for fashion retail stores in India, where the first impression of the store’s design plays a vital role in customer retention.

Although existing studies provide insights into the role of VM in influencing consumer behaviour and driving sales (Singh & Sharma, 2018; Sharma & Ghosh, 2020), there is a **lack of comparative research** that directly contrasts the VM practices of **Reliance Trends** and **Shoppers Stop** in the Indian retail sector. While some studies have explored digital VM techniques like **virtual fitting rooms** and **digital signage** (Ghosh & Srivastava, 2019; Sharma & Ghosh, 2020), the **specific impact** of these technologies on consumer buying behaviour in India has not been comprehensively analysed.

Furthermore, much of the existing literature primarily focuses on the **role of VM in general**, without delving deeply into **brand-specific strategies** and **how these practices align with the evolving consumer preferences** and the integration of digital and physical elements in retail.

There is also a lack of research on how **store layout**, **thematic displays**, and **product placement** interact with other VM elements such as **lighting**, **colour schemes**, and **interactive features** to create a holistic shopping experience in India.

This study seeks to address these gaps by conducting a **comparative analysis** of the VM practices at **Reliance Trends** and **Shoppers Stop**, focusing on both traditional and digital techniques. By doing so, the research aims to provide a more nuanced understanding of the evolving role of visual merchandising in India's retail industry.

Research Methodology and Research Objectives

To conduct a thorough and effective comparative study of the visual merchandising practices followed at **Reliance Trends** and **Shoppers Stop**, a well-structured research methodology was employed. This methodology helped to understand the key aspects of visual merchandising in both brands, their impact, and how these practices could be improved.

A. Research Design

This study follows a **descriptive research design**, which was best suited for exploring and describing the existing practices of visual merchandising in retail stores. The research involves both **qualitative** and **quantitative** methods to gather comprehensive data and insights from different perspectives.

B. Research Gap

The research gap in this study revolves around the limited exploration of how **Reliance Trends** and **Shoppers Stop** specifically adapt their **visual merchandising strategies** in relation to their distinct brand positioning, target audiences, and current retail trends. While there is a wealth of research on **general visual merchandising** practices and consumer behaviour, studies focusing on **Indian retail brands**, particularly in the context of **affordable vs luxury fashion**, are relatively sparse. Moreover, there is a gap in understanding how these brands are leveraging **digital tools**, such as **AR**, **interactive displays**, and **personalisation**, to enhance the customer experience, especially within the context of the evolving Indian retail market.

Additionally, while both brands have adapted to **global fashion trends** and digital advancements, there is limited insight into how effectively these strategies align with **local consumer preferences** and **shopping habits**. Specifically, how **Reliance Trends** balances affordability with trendiness, and how **Shoppers Stop** blends exclusivity with a luxurious

shopping experience in an increasingly digital-first world, remains an area that needs deeper investigation.

This research will fill these gaps by analysing the visual merchandising techniques of both brands in a detailed, comparative manner, focusing on **customer engagement**, **sustainability efforts**, and the **use of digital tools**, contributing to a more nuanced understanding of Indian retail strategies.

C. Objectives of the study

1. **To analyse and compare the visual merchandising strategies used by Reliance Trends and Shoppers Stop:** This objective aims to evaluate the different approaches each brand adopts in terms of store layout, window displays, and product arrangement.
2. **To compare the use of digital and physical visual merchandising techniques in both stores:** This will look at how Reliance Trends and Shoppers Stop blend traditional and modern techniques, such as digital signage or interactive displays, in their merchandising strategies.

D. Data Collection Methods

Primary Data Collection:

i. Store Visits and Observations:

- A **qualitative approach** was used through direct observation of store layouts, product displays, window setups, lighting, and use of digital merchandising tools at **Reliance Trends** and **Shoppers Stop**.
- Detailed notes were taken on the layout, flow of customers, thematic displays, use of interactive features (e.g., digital signage, virtual fitting rooms), and other VM elements.
- Observation was conducted at different times of the day to inspect the visual merchandising of the stores.

ii. Interviews with Store Managers and Visual Merchandising Teams:

- **Semi-structured interviews** were conducted with the store managers and visual merchandising teams of both **Reliance Trends** and **Shoppers Stop**. These interviews will provide insights into the strategies behind the visual

merchandising practices, challenges faced, and their alignment with customer expectations and market trends.

Secondary Data Collection:

- i. **Literature Review:** Secondary data was collected from various academic journals, research papers, industry reports, and retail studies. This helped establish a solid foundation for understanding the evolution of visual merchandising and its importance in Indian retail.
- ii. **Company Reports and Websites:** The **official websites** and **annual reports** of **Reliance Trends** and **Shoppers Stop** were analysed to gain additional information on their marketing strategies, retail formats, and customer engagement initiatives.
- iii. **Industry Reports:** Reports from leading market research agencies was reviewed to gain insights into **current trends** in Indian retail, particularly focusing on **visual merchandising** and **digital integration**.

c. Sample Selection

- i. **Stores Chosen:** The present study focuses on select stores of **Reliance Trends** and **Shoppers Stop** located in Lucknow city, which was chosen according to convenience sampling method.

E. Data Analysis

Qualitative Data: The data from store visits and observations were analysed using **thematic analysis**. This approach helped in identifying common themes and patterns in the visual merchandising strategies of both brands, including aspects like store design, lighting, and display techniques with VM elements.

F. Limitations of the Study

While the research methodology will provide valuable insights, there are a few limitations to consider:

- **Geographical Limitations:** The present study was limited to select stores in Lucknow city, which may not fully represent the practices everywhere.

- **Time Constraints:** Observing store layouts and gathering data from customers was time-intensive and limited to specific time frames, potentially impacting the comprehensive analysis of VM practices.

Analysis and Interpretation

The present chapter contains analysis and interpretation of the data and information. The analysis for each objective is presented in a separate section.

A. Analysis for Objective 1

Analysis of Reliance Trends

Reliance Trends is designed to provide a spacious, easy-to-navigate shopping experience, particularly suited for families. The store layout is divided into sections for men's, women's, and kids' fashion, along with accessories, ensuring a smooth flow of customers. The aisles are wide, and the overall ambiance is practical and welcoming.

The window displays are vibrant and bold, focusing on promotions, discounts, and seasonal sales. Bright colours, large graphics, and clear price tags help attract budget-conscious shoppers. Product arrangement prioritizes variety and accessibility, with neatly categorized clothing racks and mannequins displaying complete outfits for easy styling. The emphasis is on affordability, ensuring there is something for everyone.

Lighting in Reliance Trends is bright and uniform, creating a lively and energetic atmosphere. It enhances visibility, making it easy for customers to browse through the products without difficulty. The colour scheme is warm and vibrant, featuring bold shades that align with seasonal collections, making the store feel engaging and dynamic.

Product presentation highlights affordability, with promotional tags like "Buy 1, Get 1 Free" or "Seasonal Discounts" placed throughout the store. Signage is bold, colourful, and easy to read, ensuring customers can quickly locate deals and navigate different sections. Decorative elements, such as festive props and oversized baskets, further contribute to a fun and friendly shopping environment.

The overall atmosphere at Reliance Trends is energetic, practical, and budget-friendly. The brand focuses on accessibility, variety, and promotional offers, ensuring a relaxed and enjoyable shopping experience for families and value-conscious shoppers.

Analysis of Shoppers Stop

Shoppers Stop offers a premium and well-structured store layout, creating an upscale shopping experience. The store is divided into curated sections that guide customers through high-end brands and designer collections. The spacious and sophisticated layout enhances the feeling of exclusivity and luxury.

The window displays are minimalist and elegant, using soft lighting and premium props to highlight the exclusivity of the products. Rather than focusing on promotions, the messaging emphasizes luxury and timeless fashion. Inside, product arrangement is curated, with dedicated sections for designer collections and high-end brands. Displays are carefully spaced, ensuring that each product is showcased in a refined and premium manner.

Shoppers Stop adopts a layered lighting approach, combining ambient, accent, and task lighting to enhance the store's luxurious ambiance. Spotlights highlight premium products, while subtle lighting creates a sophisticated shopping experience. The colour scheme features neutral tones like beige, cream, and grey, reflecting the brand's upscale identity.

Product presentation focuses on exclusivity and aspirational fashion. Mannequins are dressed in well-styled outfits, complemented by premium accessories, reinforcing the luxury appeal. Signage is sleek and minimalistic, using modern typography to maintain an elegant look. Unlike Reliance Trends, the emphasis is not on discounts but rather on premium collections and new arrivals.

Props and decorative elements, such as stylish furniture, premium product displays, and elegant showcases, enhance the high-end shopping atmosphere. The store avoids clutter and maintains a calm, sophisticated ambiance, allowing customers to browse leisurely.

The overall experience at Shoppers Stop is serene, elegant, and premium. The focus is on delivering a refined shopping journey, where customers can indulge in high-quality, exclusive fashion. The brand appeals to those who seek a sophisticated and aspirational shopping environment.

B. Analysis for Objective 2

Analysis of Reliance Trends

Reliance Trends uses digital signage mainly for promotional purposes, with large screens near entrances and high-traffic areas displaying sales, discounts, and new arrivals using

bright visuals and catchy messages like "50% Off" or "Shop Now" to grab attention and increase footfall. They have also started incorporating interactive displays in flagship stores, where customers can browse catalogues, check product availability, and explore sales events, making shopping more convenient and engaging, especially in popular sections like women's and kids' wear. Reliance Trends has experimented with digital product tags in select stores, displaying real-time price changes, discounts, and stock levels to enhance transparency and efficiency, helping customers make informed purchasing decisions. The brand is also exploring augmented reality (AR) in some locations, allowing customers to virtually try on outfits or accessories using AR mirrors, making shopping fun and accessible, particularly for tech-savvy shoppers.

On social media, Reliance Trends focuses on accessibility and community-building by promoting new trends, arrivals, and offers through online campaigns, contests, and hashtag promotions that drive in-store visits and encourage customers to share their shopping experiences. Their digital loyalty program is simple and rewards customers with points redeemable for discounts or free items, making shopping more affordable and encouraging repeat visits.

Analysis of Shoppers Stop

Shoppers Stop uses digital signage to elevate the shopping experience, focusing on brand building rather than just promotions. Their digital screens showcase designer collections, brand stories, and premium products using high-quality videos, refined visuals, and smooth transitions to enhance the store's luxury feel. Interactive displays in their stores take engagement a step further, offering touchscreen kiosks that provide personalized recommendations, virtual try-ons, and access to complete brand collections, often linked to their loyalty programs for an exclusive and immersive shopping experience. Shoppers Stop integrates smart digital product tags with detailed product information, including fabric details, available sizes, and QR codes linked to online inventories, allowing customers to explore products in a more seamless and informed way. They also use augmented reality (AR) technology in premium stores, offering virtual try-ons through AR mirrors that provide a sophisticated and exclusive shopping experience, especially for luxury products.

On social media, Shoppers Stop focuses on exclusivity and aspirational branding, highlighting premium products, designer collaborations, and luxury experiences. They

engage customers with exclusive deals for loyal shoppers and promote high-end in-store events. Their digital loyalty program, First Citizen, is tailored to premium customers, offering benefits like early sale access, special discounts, and invitations to private shopping events, reinforcing their luxury positioning and making customers feel part of an elite shopping community.

Findings of the study

Findings for objective 1

Reliance Trends and **Shoppers Stop** have distinctly different approaches to visual merchandising, which reflect their target audiences and brand positioning.

- **Reliance Trends** focuses on accessibility and affordability, with a store layout that is open and practical, catering to a wide range of customers, from kids to adults. The environment is lively and energising, with the use of bright lighting, colourful displays, and promotional signage that create a fun atmosphere. The window displays and product arrangements are bold, designed to highlight seasonal promotions and value-for-money offerings, ensuring customers feel welcomed and excited about the deals. The brand aims to make shopping easy and affordable, positioning itself as a family-friendly destination that provides trendy fashion at reasonable prices.
- **Shoppers Stop**, on the other hand, creates a more refined and curated shopping experience. The store layout is elegant, with a strong focus on high-end products and designer collections. The environment exudes sophistication, featuring sophisticated lighting, elegant signage, and minimalistic props to create a calm and aspirational atmosphere. The window displays reflect this exclusivity, while the product arrangement emphasizes quality and aspirational buying, positioning Shoppers Stop as a premium destination for luxury fashion. The brand's visual merchandising is designed to provide a luxurious shopping experience that appeals to those seeking exclusivity and high-quality products.

In essence, **Reliance Trends** thrives on accessibility, variety, and family-friendly fashion, offering a practical and exciting shopping experience for budget-conscious shoppers. **Shoppers Stop**, by contrast, offers a more luxurious and exclusive environment, creating an aspirational, premium shopping experience for customers seeking high-end fashion and designer collections. Both brands align their visual merchandising to suit their distinct customer bases,

with **Reliance Trends** prioritising value and accessibility, while **Shoppers Stop** focuses on luxury and exclusivity.

Findings for objective 2

- **Reliance Trends:** The brand is still evolving in terms of digital visual merchandising. They focus on using digital tools like signage, interactive displays, and loyalty programs to drive sales and provide a convenient, engaging experience for budget-conscious shoppers. The use of technology is geared towards enhancing accessibility, transparency, and engagement in an affordable, family-friendly environment.
- **Shoppers Stop:** Shoppers Stop, on the other hand, integrates digital technologies in a more sophisticated way, aligned with their premium brand image. They use digital tools like AR, personalised loyalty programs, and high-end digital signage to provide a luxurious, seamless, and aspirational shopping experience for their affluent customers.

In short, while **Reliance Trends** uses digital merchandising to make shopping easier, more fun, and affordable, **Shoppers Stop** leverages technology to offer a premium, exclusive, and personalised shopping journey.

Conclusion and Suggestions

Conclusion

In conclusion, the visual merchandising approaches of **Reliance Trends** and **Shoppers Stop** are distinctly shaped by their target customer base and brand positioning, reflecting their unique market strategies.

Reliance Trends focuses on accessibility, affordability, and family-friendly fashion, creating a lively and engaging shopping environment. Their store layout is practical and welcoming, aimed at catering to a broad demographic. Reliance Trends uses vibrant lighting, bold displays, and seasonal promotions to appeal to budget-conscious shoppers who seek trendy yet affordable styles. The brand's use of digital tools enhances the shopping experience by making it easier, interactive, and fun, especially for those who value convenience and accessibility.

On the other hand, **Shoppers Stop** offers a refined and aspirational shopping experience, catering to affluent customers who seek luxury and exclusivity. Their store layout is sophisticated, with a strong emphasis on high-end products and designer collections. The visual merchandising at Shoppers Stop is meticulously curated, reflecting global fashion trends and a

premium shopping experience. The brand also incorporates advanced digital technologies such as augmented reality and personalized loyalty programs to enhance the luxurious, seamless experience for their discerning customers.

Both brands are aligned with their respective market segments—**Reliance Trends** focuses on offering trendy, affordable fashion for a wide audience, while **Shoppers Stop** targets a niche, upscale market with a strong emphasis on high-quality, luxury fashion. While **Reliance Trends** uses digital merchandising to increase accessibility and fun, **Shoppers Stop** integrates technology to provide a premium, personalized experience. In essence, the visual merchandising strategies of both brands are highly reflective of their values and their customer bases, with **Reliance Trends** prioritising practicality and affordability, and **Shoppers Stop** focusing on luxury, exclusivity, and high-end fashion.

Suggestions and Recommendations

- **Suggestions for Reliance Trends**

For Reliance Trends, it is recommended to implement Augmented Reality (AR) for virtual try-ons in select stores and on the mobile app. This technology will allow customers to see how outfits look on them without physically trying them on. To measure its success, the company should track user engagement, aiming for at least 15% of app users to try this feature within six months. To achieve this, Reliance Trends should partner with an AR development company for seamless integration and plan to launch the feature in ten stores and on the app within the next six months.

Another important recommendation is to enhance personalized shopping experiences by introducing an AI-based loyalty program. This program should use artificial intelligence to offer personalized discounts, style suggestions, and early access to exclusive collections. The goal should be to increase app engagement by 10% and boost loyalty program sign-ups by 15% within six months. By leveraging customer data, Reliance Trends can provide tailored shopping experiences, making customers feel valued. The revamped program should be launched within three months to ensure quick implementation and impact.

Additionally, Reliance Trends should focus on promoting eco-friendly fashion collections. The company should aim to expand its sustainable fashion collections by

20%, using eco-friendly materials to appeal to environmentally conscious consumers. A target should be set for 20% of total sales to come from sustainable products. To achieve this, Reliance Trends should partner with sustainable brands that offer both affordability and quality. This initiative should be launched within four months, with sales targets set for achievement within six months.

- **Suggestions for Shoppers Stop**

For Shoppers Stop, it is recommended to install smart mirrors in the fitting rooms of flagship stores to enhance the shopping experience. These mirrors will provide interactive features such as virtual try-ons and styling suggestions. The implementation should begin with five high-traffic stores within four months, with the goal of achieving a 10% increase in upsell purchases within six months.

Another important step is to enhance omnichannel shopping by improving services such as "buy online, pick up in-store" and "easy returns at the store for online purchases." These improvements will provide greater convenience to customers and encourage more online and in-store interactions. The rollout should be completed within three months, with a target of increasing in-store pick-ups and returns by 20% within six months.

To further engage customers, Shoppers Stop should host virtual fashion shows to showcase new collections and enable virtual shopping. These events will create excitement around new arrivals and allow customers to shop directly from the show. The first virtual fashion show should be organized within four months, aiming for 10,000 views and a 10% increase in sales from the featured collections.

Additionally, the brand should promote sustainable luxury fashion by expanding its eco-friendly luxury collections. This can be achieved by partnering with sustainable designers to offer high-end, environmentally conscious fashion. The first collection should be introduced within six months, with a target of increasing sales from sustainable products by 15% within three months of launch.

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